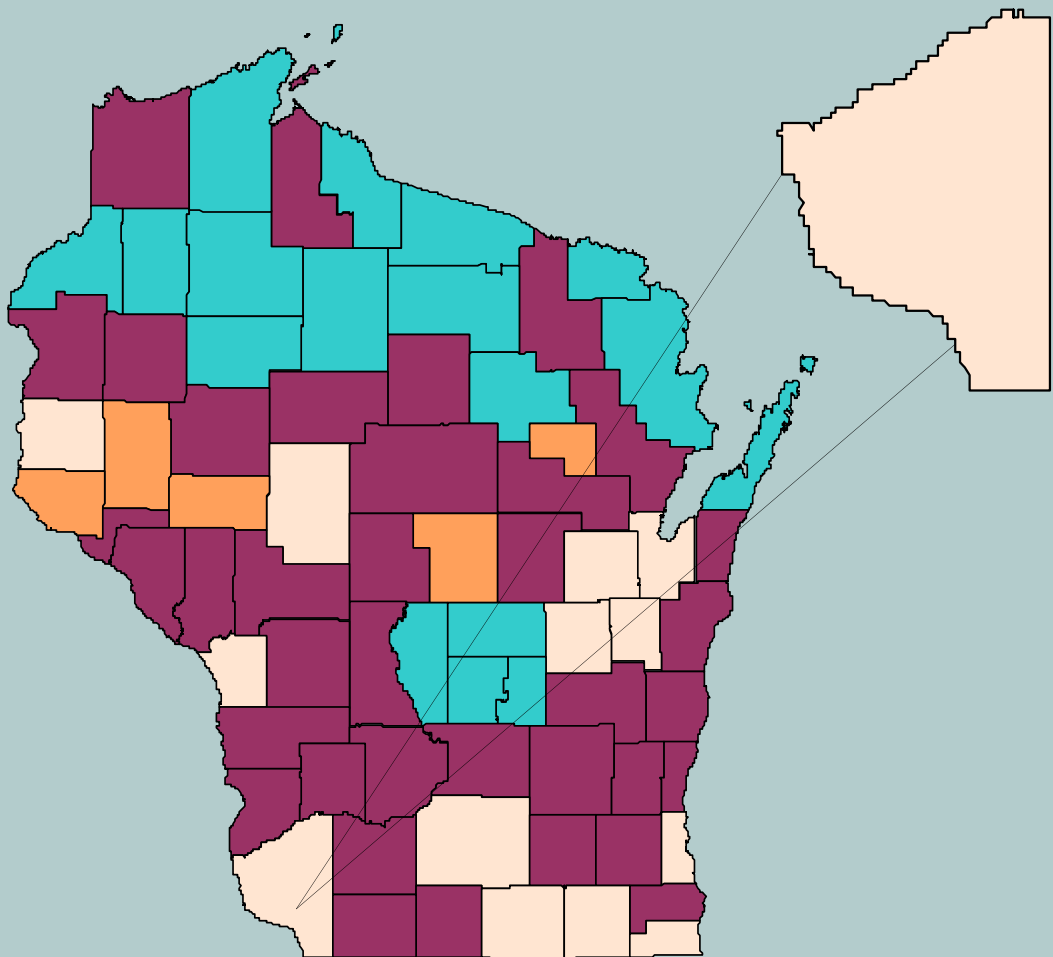


Grant County

Workforce Profile

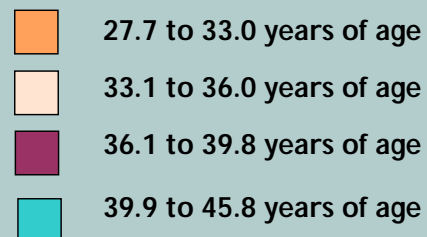
Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

Grant County continued to experience dynamic growth and change over the course of the past year. The population of Grant County added 421 residents in 2000, resulting in a 0.8 percent growth rate. This growth rate, while modest, is significant as it surpasses the rate of growth observed both in the state and nationally, whose populations each grew at a 0.7 percent rate.

The growth experienced in the county over the past year is significant in that that annual growth experienced in 2000 is greater than the growth observed over the course of the past decade, as during the 1990's the county's population grew by just 333 residents, or less than one percent. In stark contrast, the state grew at a rate of 9.6 percent, only to be surpassed by the nation, as a whole, which grew by 13.1 percent.

Changes in another facet of Grant County may provide additional insight into the sluggish trend of the past decade. When examining data on the number and age of housing units in the county provided by the 2000 census, we see that between 1990 and 2000, 2,296 of the county's nearly 20,000 housing units were built, accounting for 11.5 percent of the

county's housing stock. Of these nearly 2,300 units, 322 were built over the course of 1999, the last year accounted for in the most recent census data suggesting that the county is poised for a significant period of residential construction activity. This trend is supported by data compiled by the state Department of Administration, which estimates that an additional 353 units were built over the past two years, suggesting that 3.3 percent of the county's housing stock was constructed in the past three years. Similarly, when comparing the total number of housing units in 1990 to that in 2000, we see that 1,490 units were added to the county's housing stock over the course of the decade, resulting in an eight percent housing growth rate for the county. In comparison, the state's housing stock grew at a 12.9 percent rate. The presence of much slower growth in Grant County supports the pattern of slow population growth.

By examining the county's population from another perspective, we may gain additional insight into internal fluctuations that have occurred in the county's population despite a pattern of relatively stagnant growth. According to data compiled in the

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Grant County	49,597	50,018	0.8%

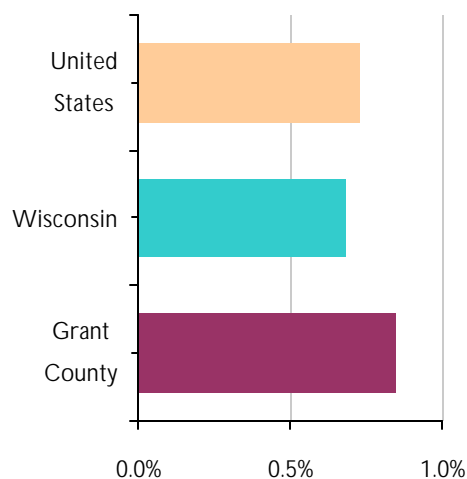
Ten Largest Municipalities

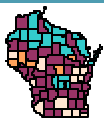
Platteville, City	9,989	9,990	0.0%
Lancaster, City	4,070	4,065	-0.1%
Boscobel, City	3,047	3,262	7.1%
Fennimore, City	2,387	2,395	0.3%
Jamestown, Town	2,077	2,088	0.5%
Cuba City, City *	1,945	1,943	-0.1%
Muscoda, Village *	1,357	1,364	0.5%
Platteville, Town	1,343	1,347	0.3%
Hazel Green, Village *	1,171	1,170	-0.1%
Hazel Green, Town	1,043	1,088	4.3%

* Grant portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



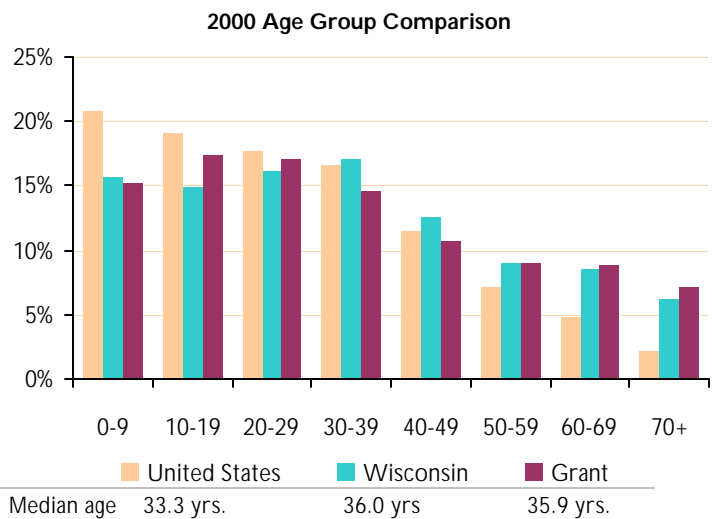


2000 census, forty percent of the county's population reported living at a different residence in 2000 than in 1995. Of that forty percent, 9,716 residents, or nearly 21 percent reported moving within the county, while nearly 6,000 residents relocated to the county from elsewhere in Wisconsin and 3,128 residents moved into the county from a different state. This pattern of migration suggests that the county's population, while experiencing relatively minor growth continues to be dynamic.

Looking at growth in the county's municipalities, we see that most mirrored the pattern experienced at the county level in reporting minor positive or negative growth. The two exceptions, Boscobel and Hazel Green, which grew at a 7.1 percent and 4.3 percent annual rate, respectively bear further analysis. Over the course of the 1990's, the population of Boscobel grew at a staggering 167 percent rate of growth, adding 1,906 residents to a modest city of 1,141 in 1990, due almost wholly to the construction of a Wisconsin Secure Prison Facility and the addition of new industries in the area. Similarly, the town of Hazel Green added 639 residents over the course of the decade, resulting in a growth rate of 142 per-

cent, due primarily to its proximity to Dubuque, Iowa and Galena, Illinois.

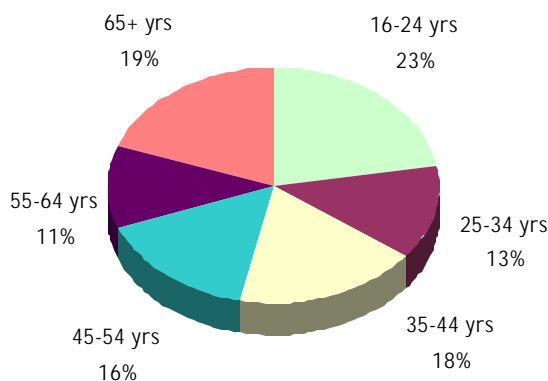
Another interesting way to analyze the population of Grant County is to look at the distribution of the county's population by age, as depicted in the chart above. In 2000, the median age of Grant County was 35.9 years, which is nearly identical to the state median age of 36 years and higher than the national median age.



Source: US Department of Commerce, Census Bureau, *Census 2000*

County Civilian Labor Force

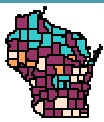
Grant County Labor Force Age Groups



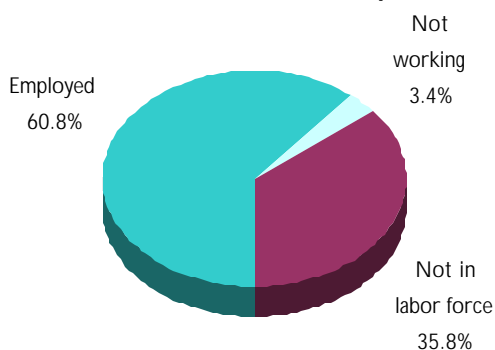
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

In continuing the discussion of the impact of the age distribution of the county's population, we see that the Grant County labor force eligible population is similarly evenly distributed among a number of age cohorts. Of great importance is the high concentration of the labor force eligible population in the 16-24 year age bracket. Again, owing to the presence of UW-Platteville, a high concentration of the county's population rests in this cohort. When adding the share of the labor force aged 16 to 44, we see that 54 percent of the county's labor force eligible population is under the age of 45. This finding is significant in that, given recent concerns about the possibility of a pending labor shortage stemming from the retirement of a large share of the labor force over the next twenty years, a large share of

(Continued on page 3)

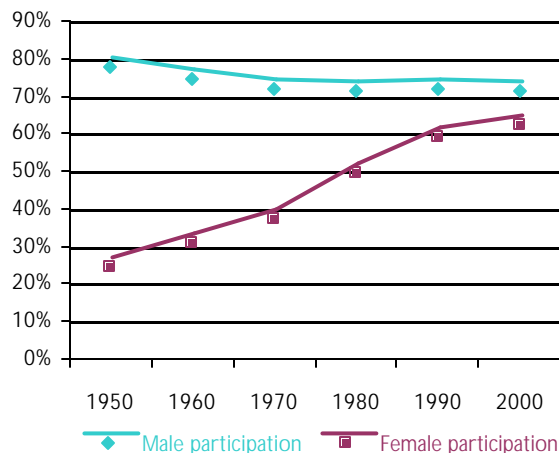


2001 Labor Force Participation



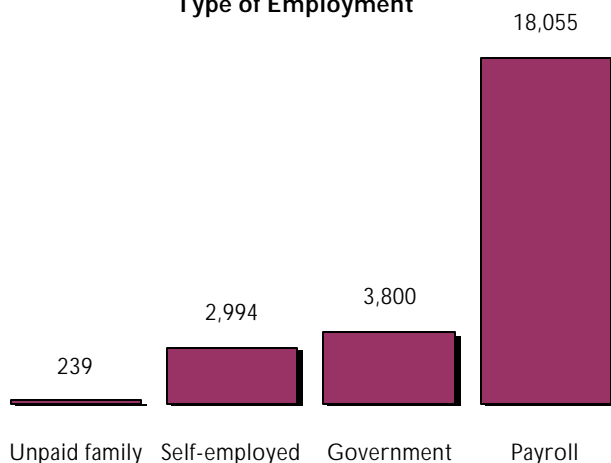
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

workers in the prime of their working lives suggests that the impact of any labor shortage may be relatively less significant in Grant County than in other areas of the state.

In further analysis of the Grant County labor force, an analysis of the county's labor force participation rate is warranted. The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

In 2001, the labor force participation rate of Grant County was 64.2 percent. This marks a significant improvement from 2000, when the county's labor force participation rate was 62.2 percent. In comparison, the state's labor force participation rate in 2001 was 73.5 percent, an increase of 0.7 percent over 2000's rate of 72.8. Nationally, the 2001 labor force participation rate was 66.9 percent, which was down 0.3 percent from 2000's rate of 67.2 percent. The relatively low labor force participation rate in Grant County is a function primarily of the high concentration of the population in two age cohorts — those aged 18 to 24, and those over the age of 65. Due to the high rate of college enrollment among the 18 to 24 year-old age cohort in the county, the labor force participation rate for this group is relatively low. Additionally, due to the relatively significant share of the population that is 65 and older in the county, it is reasonable to assume that a majority of these residents are not considered part of the labor force, again resulting in a low county labor force participation rate.

Another interesting trend that can be analyzed as a result of data released as part of the 2000 census is the changing role of men and women in the workforce. Using data from 1950 to 2000, we see that, over the past fifty years that participation by gender in the county's labor force has followed two diver-

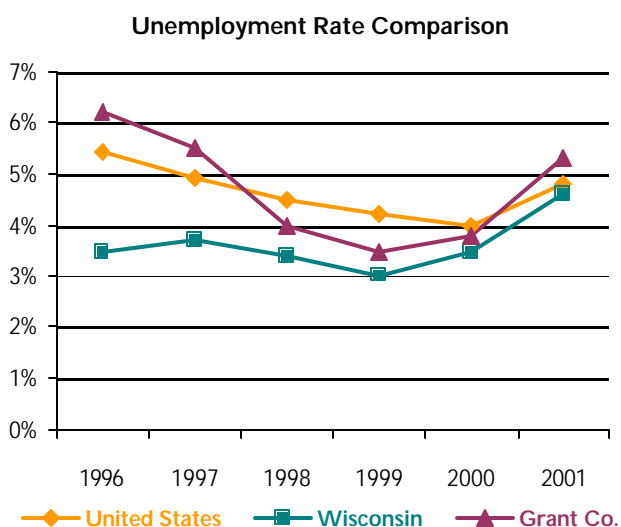
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State of Wisconsin - Grant County

gent trends. Between 1950 and 1970, the male labor force participation rate declined in the county, but has remained relatively stable at just over 70 percent for the past thirty years. In stark contrast, the county's female labor force participation rate has risen significantly over the course of the past half-century from around twenty five percent in 1950 to just over sixty percent in 2000. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and state-wide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, as has been experienced throughout the state and nation, the economy of Grant County has experienced a transition from a significant concentration in manufacturing to a more diversified economy with growth occurring in service-oriented industries.

Given the county's close proximity to both the

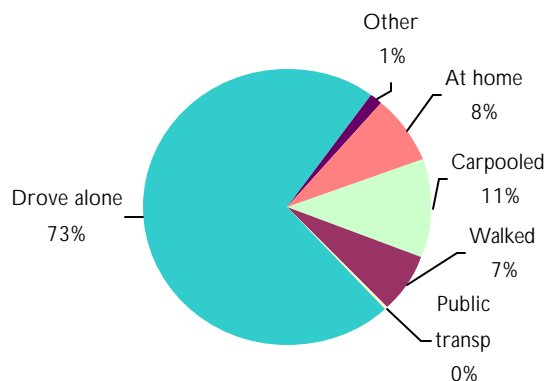


Grant County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	25,800	25,400	24,800	23,600	24,100	24,600
Employed	24,200	24,000	23,800	22,800	23,100	23,300
Unemployed	1,600	1,400	1,000	820	900	1,310
Unemployment Rate	6.2%	5.5%	4.0%	3.5%	3.8%	5.3%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Iowa and Illinois borders, a unique facet of Grant County's economic activity is the impact of interstate commuting from each side of the border. While detailed information regarding specific commuting patterns will not be updated to reflect 2000 census information until later this year or early 2003, an analysis of the primary means of transportation employed by workers in the county, as illustrated in the chart above provides some insight into travel patterns. Given the significant majority of workers who either drive alone or carpool in the county, the impact of commuting on the county's workforce is certainly significant.

Turning now to a brief look at the state of unemployment in the county, the chart at left tracks annual unemployment rates from 1996 to 2001 nationally, statewide, and in Grant County. As is apparent, the unemployment rate of the county fluctuated to a more significant degree over this five year period than either the nation or the state, decreasing significantly between 1996 and 1998 due to the introduction of new industries in the county and then rising again in 2000 and 2001, when the annual rate of 5.3 percent was higher than either the state or national rate for the year. This fluctuation suggests a great deal of volatility in the county.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	17,669	17,848	18,213	18,594	18,966	19,053	0.5%	7.8%
Goods Producing	4,099	4,230	4,218	4,235	4,247	3,985	-6.1%	-2.8%
Construction & Mining	603	626	644	710	726	650	-10.4%	7.9%
Manufacturing	3,496	3,604	3,574	3,525	3,521	3,335	-5.3%	-4.6%
Durable	2,663	2,682	2,661	2,593	2,495	2,207	-11.6%	-17.1%
Nondurable	833	922	913	931	1,026	1,129	10.0%	35.5%
Service Producing	13,570	13,618	13,995	14,359	14,720	15,068	2.4%	11.0%
Transportation, Communications & Utilities	700	713	714	680	641	613	-4.3%	-12.4%
Total Trade	4,119	4,230	4,352	4,417	4,316	4,365	1.1%	6.0%
Wholesale	803	829	866	870	839	752	-10.4%	-6.4%
Retail	3,316	3,402	3,486	3,547	3,477	3,613	3.9%	9.0%
Finance, Insurance, and Real Estate	610	632	670	680	808	1,037	28.4%	70.0%
Services & Misc.	3,447	3,405	3,525	3,811	3,932	3,970	1.0%	15.2%
Total Government	4,695	4,638	4,734	4,771	5,024	5,083	1.2%	8.3%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

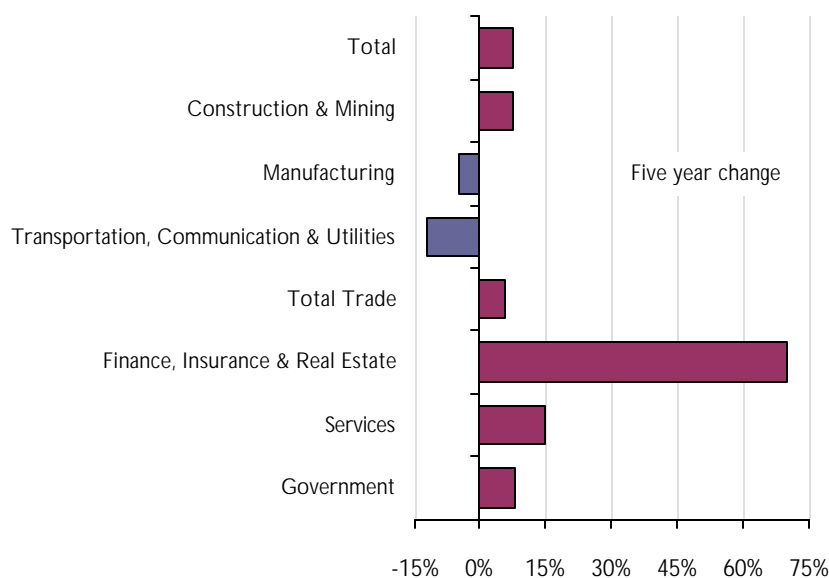
Turning our focus again to look at changes in the employed labor force of Grant County, the chart above reflects changes in industry employment in the county over the past five years. The county's industries have undergone significant fluctuations over the course of the past year. While a number of key industries have experienced significant de-

clines in employment, the county, as a whole, saw a 0.5 percent growth in non-farm employment in 2001. This positive growth suggests that, as a whole, the county effectively weathered much of the impact of the most recent recession.

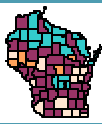
Focusing on specific industries, the county witnessed the most significant losses in terms of percentage of employment in construction and mining (-10.4 percent), durable goods manufacturing (-11.6 percent,) and wholesale trade (-10.4 percent). Conversely, industry growth was led by the finance, insurance, and real estate sector, which grew as a result of the addition of nearly 230 new positions due to the opening of an insurance service center in the county. Similarly, the non-durable goods sector experienced a 10 percent annual rate of growth due to the opening of a number of new firms in the Boscobel area.

From a five year perspective, the financial services industry has experienced the most significant growth, while manufacturing has declined, despite significant increases in nondurable goods employment.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

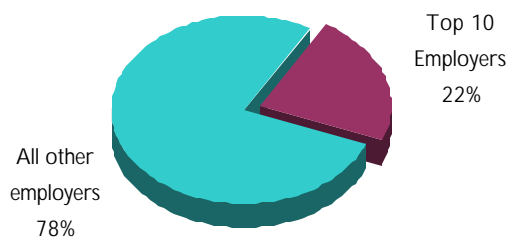
Company	Product or Service	Size
University of Wisconsin- Platteville	Higher Education	500-999
County of Grant	Executive and General Government	500-999
Brodbeck Enterprises Inc.	Grocery Stores	500-999
Philips Electronics North America	Electronic Equipment Manufacturing	500-999
Rayovac Corp.	Battery Manufacturing	250-499
Southwest Health Center Inc.	Health Care Services	250-499
Platteville Public School	Education	250-499
Department of Corrections	Correctional Facility	250-499
Southwest Wisc Vocational Technical	Higher Education	250-499
Lancaster Community Schools	Education	100-249

Top 10 Industry Groups

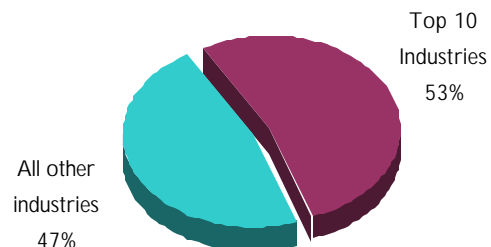
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	17	1,840	40	193
Health Services	54	1,647	106	190
Eating and Drinking Places	105	1,385	78	100
Rubber and Misc. Plastics Products	9	1,187	-82	188
Food and Kindred Products	13	994	126	205
Automotive Dealers & Service Stations	49	927	7	140
Executive, Legislative, and General	26	772	57	-27
Special Trade Contractors	119	705	-4	213
Industrial Machinery and Equipment	20	566	-5	-54
Social Services	25	561	-10	244

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

An analysis of the largest employers and industry sectors in Grant County shows two clear trends. First, the importance of government services and employment in the county cannot be understated. Among the ten largest employers in the county, six are related to government services. Within the sector, the importance of educational services, the largest industry sector in the county is apparent, given the presence of the University of Wisconsin — Platteville, the Platteville Public Schools, Southwest Wisconsin Technical College, and the Lancaster Community Schools among the county's top employers. Additionally, Grant County and the Wisconsin State Department of Corrections, which operates a correctional facility near Boscobel are significant sources of employment for the county's workforce. Among private employers, the retail,

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State of Wisconsin - Grant County

manufacturing, and health services sectors are represented by well-established firms.

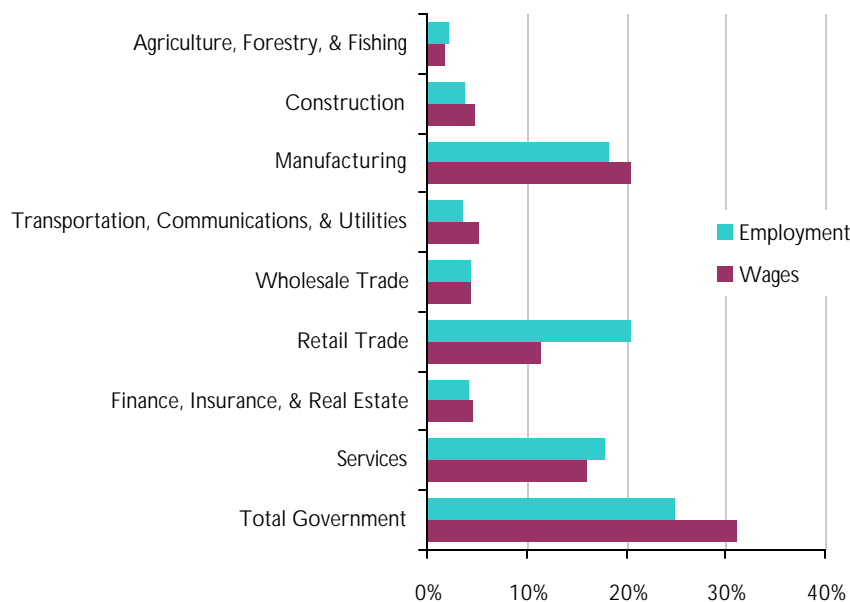
Taking a look at the top industry sectors in the county, we again see the importance of educational services, government employment, and social services in the county's economy. Additionally, the retail sector is strongly represented by the presence of eating and drinking places and automotive dealers and service stations among the top sectors. Finally, a variety of manufacturing industries take their place

among the top industry sectors, including firms in both durable and nondurable goods markets.

To illustrate the importance of the largest employers and sectors to the Grant County workforce, one can compare the share of employment attributed to those employers and sectors with that of the total county workforce. In 2001, the ten largest employers in the county accounted for 22 percent of all employment, and the ten largest industry sectors accounted for 53 percent of the county's employment. The conclusion that can be drawn from these figures is that the county has a diverse economy with strength centered in a number of industries, but not restricted to a small number of firms.

Another key aspect of the Grant County economy that bears examination is the level of wages paid by employers in the county. In 2001, the average annual wage in Grant County was \$23,105, which is 25.3 percent below the state average. Similarly, all industry wages in the county are below the state average for major industry sectors.

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Grant Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 23,105	\$ 30,922	74.7%	3.5%	22.6%
Agriculture, Forestry, & Fishing	\$ 19,409	\$ 22,565	86.0%	-1.5%	13.6%
Construction	\$ 28,660	\$ 29,729	96.4%	2.7%	30.1%
Manufacturing	\$ 25,724	\$ 39,739	64.7%	1.4%	19.1%
Transportation, Communications, & Utilities	\$ 32,202	\$ 36,939	87.2%	8.2%	36.1%
Wholesale Trade	\$ 22,849	\$ 40,521	56.4%	15.2%	23.8%
Retail Trade	\$ 12,985	\$ 14,596	89.0%	4.3%	22.5%
Finance, Insurance, & Real estate	\$ 25,133	\$ 40,833	61.6%	2.7%	13.2%
Services	\$ 20,711	\$ 28,775	72.0%	6.3%	45.2%
Total Government	\$ 29,003	\$ 33,785	85.8%	2.4%	14.8%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



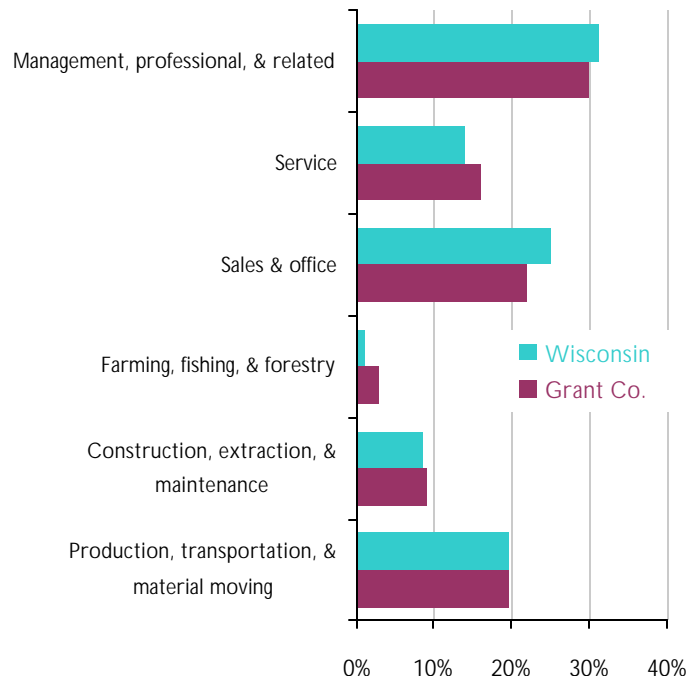
Occupation and Education Characteristics of County Population

Two other aspects of the Grant County workforce that bear mentioning because of their impact on the composition of the county's economy and its prospects for future growth and prosperity are the distribution of the county's resident workforce by occupational category and the educational attainment of the county's population.

From the distribution on the right, we see that the county differs from the state in terms of percentage of the working population engaged in particular occupations in a number of key areas. First, it should be noted that these occupational classifications bear no correlation to industry employment. Therefore, no inferences should be drawn between occupational distributions and industry growth.

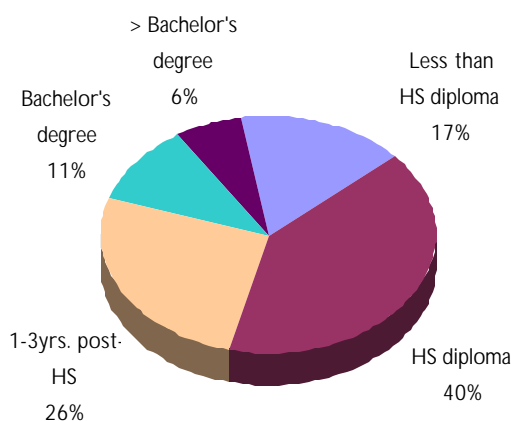
Grant County's working population is employed in service occupations to a greater degree than the state as a whole. Similarly, the county's workers are more intensely employed in farming, fishing, and forestry enterprises, as well as construction, extraction and maintenance careers. Conversely, fewer working men and women in Grant County are employed in management and professional occupations and in sales and office positions. Again, while no definitive correlation can be drawn between these distributions and the major industries in the county, these findings are consistent with the industry makeup of the county.

Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

tent with the industry makeup of the county.

Just as the occupational distribution of the county's workforce can give some indication as to the health of the county, the distribution of the county's population over the age of 25 by the highest level of education completed, as illustrated in the chart at right can also provide some insight into the connections between the workforce and industry of Grant County. The first point that stands out in examining this distribution is that a large share of the county's residents have a high school education. Additionally, a significant percentage of the population (43 percent) have pursued some form of education following high school. The fact that over a quarter of the county's population over the age of 25 have completed between 1 and 3 years of post-secondary education is not surprising, given the presence of Southwest Wisconsin Technical College in the area. What is perhaps more surprising is the relatively small portion of the county's population that has completed a bachelor's or advanced degree, given the presence of UW-Platteville.



County Income Information

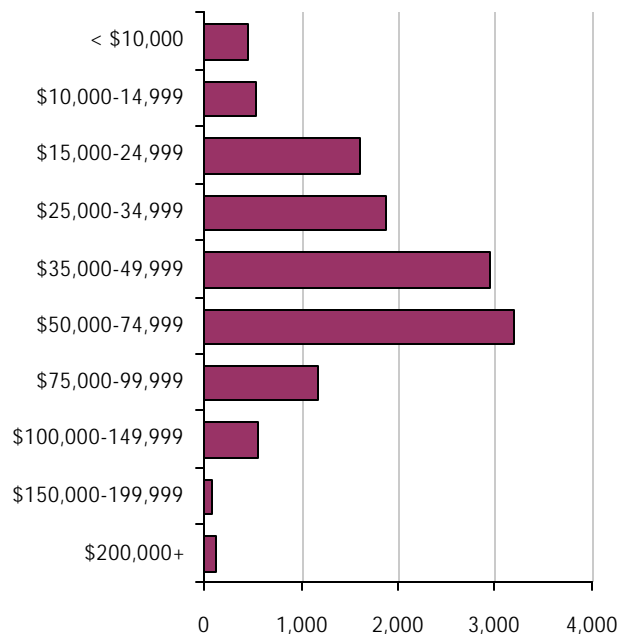
A final aspect of Grant County's population that has a significant impact on the county's economy and is an indication of the health and prosperity of the county's workforce is the distribution of income and wealth in the county. This can be measured through a variety of means with the three most common methods being the calculation of a median household income, the determination of the level of poverty present in the county, and the estimation of the county's per capita personal income.

In 1999, the median household income of Grant County was \$36,268. This is significantly lower than the state median household income of \$43,791. This is due, in part, to the lower wage levels paid by employers in the county, as compared to other areas of the state. Over the past decade, however, household income has increased significantly in the county, growing by 48 percent since 1990. However, the state median household income grew at a slightly faster rate of 48.7 percent, suggesting that the income gap between Grant County and the state, as a whole is persistent.

With respect to the level of poverty present in the county, the relatively low average wage level and median household income provide some indication. In 1999, 6.1 percent of all families, 11.2 percent of individuals, and 18 percent of single mother families lived in poverty.

Households by Income Range

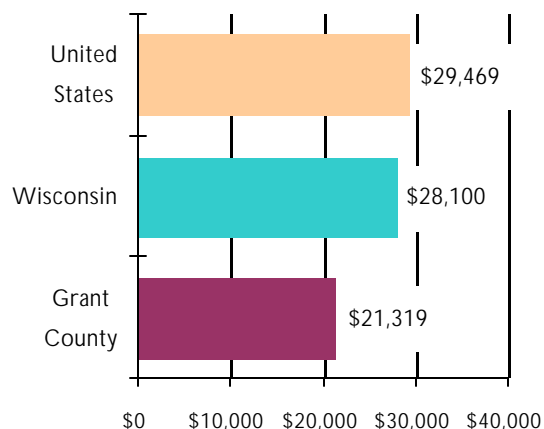
Median household income in Grant Co. \$36,268



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A final measure of income in Grant County is the per capita personal income, which accounts for sources of income other than salary and wages. In 2000, the per capita personal income of the county was \$21,319, which is significantly lower than the national or state levels, due primarily to the low wage levels present in the county.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

